

Making Solar Affordable to the Poor

Pavankumar Siddhi



NAME : RADHA BAI

BUSINESS : DRY FISH STALL

INCOME PER DAY : RS. 90/- (\$ 2)

**CAN SHE AFFORD A SOLAR LANTERN
WORTH RS.3,650/-(\$80) ?**



NAME : LAXMI BAI

BUSINESS : PETTY SHOP

INCOME PER DAY : RS. 65/- (\$ 1.4)

**CAN SHE AFFORD A SOLAR LANTERN
WORTH Rs.3,650/-(\$80) ?**



NAME : S.M.BARDESKAR

BUSINESS : COCONUT AND BETEL LEAVES

INCOME PER DAY : RS. 60/-

**CAN HE AFFORD A SOLAR LANTERN
WORTH RS.3,650/-(\$80) ?**

YES....



SUNGRACE

MADE IT POSSIBLE

THROUGH

WAHAN DHARAK

... A RURAL CO-OPERATIVE SOCIETY

ENGAGED IN RURAL BANKING

SOLAR THROUGH RURAL COOPERATIVES

an innovative approach

PROFILE :

- **ENGAGED IN RURAL BANKING**
- **CONSOLIDATION OF MULTIPLE PROFILE OF USERS**
- **LARGE MEMBER BASE**
- **EASY ACCESSIBILITY**
- **ESTABLISHED NETWORK**
- **SERVICE ORIENTED**

WAHAN DHARAK.....

STRENGTHS :

- **LARGE BASE OF 7000 MEMBERS**
- **ACTIVITY SPREAD ACROSS 200 VILLAGES**
- **SPECIALISED IN MICRO DEPOSIT AND CREDIT BANKING**
- **COMMITTED NETWORK OF 7 BRANCHES AND 70 COLLECTION AGENTS**
- **STRONG FINANCIAL CREDIBILITY**
- **STRONG LINKS WITH THE MEMBERS**

ACTIVITIES OF THE SOCIETY

DEPOSIT MOBILISATION

**COLLECTION OF MICRO DEPOSITS ON DAILY
AND MONTHLY BASIS AT THEIR DOOR STEP**

PROVIDING LOANS

**PROVIDING LOANS FOR DAY TO DAY
REQUIREMENTS OF THE MEMBERS**

**EARNING PROFITS OUT OF THE OPERATION
AND DISTRIBUTING DIVIDENDS TO THE
MEMBERS**

INITIAL PROCUREMENT

PURCHASE OF 100 LANTERNS

**SOCIETY HAS INVESTED THEIR OWN
FUNDS AND PROCURED FOR TEST
MARKETING**

DISTRIBUTION ON INSTALLMENTS

**LANTERNS WERE DISTRIBUTED ON
INSTALLMENTS SPREAD OVER 24 MONTHS
ON COMMERCIAL RATE OF INTEREST**

REACTION OF THE MEMBERS

- **SATISFIED WITH THE LANTERN PERFORMANCE**
- **DEMAND FOR LONGER DURATION OF INSTALLMENTS AND LOWER RATE OF INTEREST**

MASS OPINION :

**IDEAL INSTALLMENT SHOULD BE
Rs.30 TO 50 PER MONTH (\$1)**

REACTION OF THE CO-OPERATIVE

INITIAL INVESTMENT - A HINDRANCE

**LOWER INTEREST RATE - AN UN-VIABLE
DEMAND**

**DIFFICULTY IN CONTINUING THE
SCHEME FOR LARGE VOLUMES**

**NEED FOR AN
EXTERNAL SUPPORT**

SUPPORT FROM IREDA - WORLD BANK



85% OF PROJECT COST FUNDED

10 YEARS LOAN REPAYMENT

1 YEAR PRINCIPLE MORATORIUM

1½ % INTEREST PER ANNUM

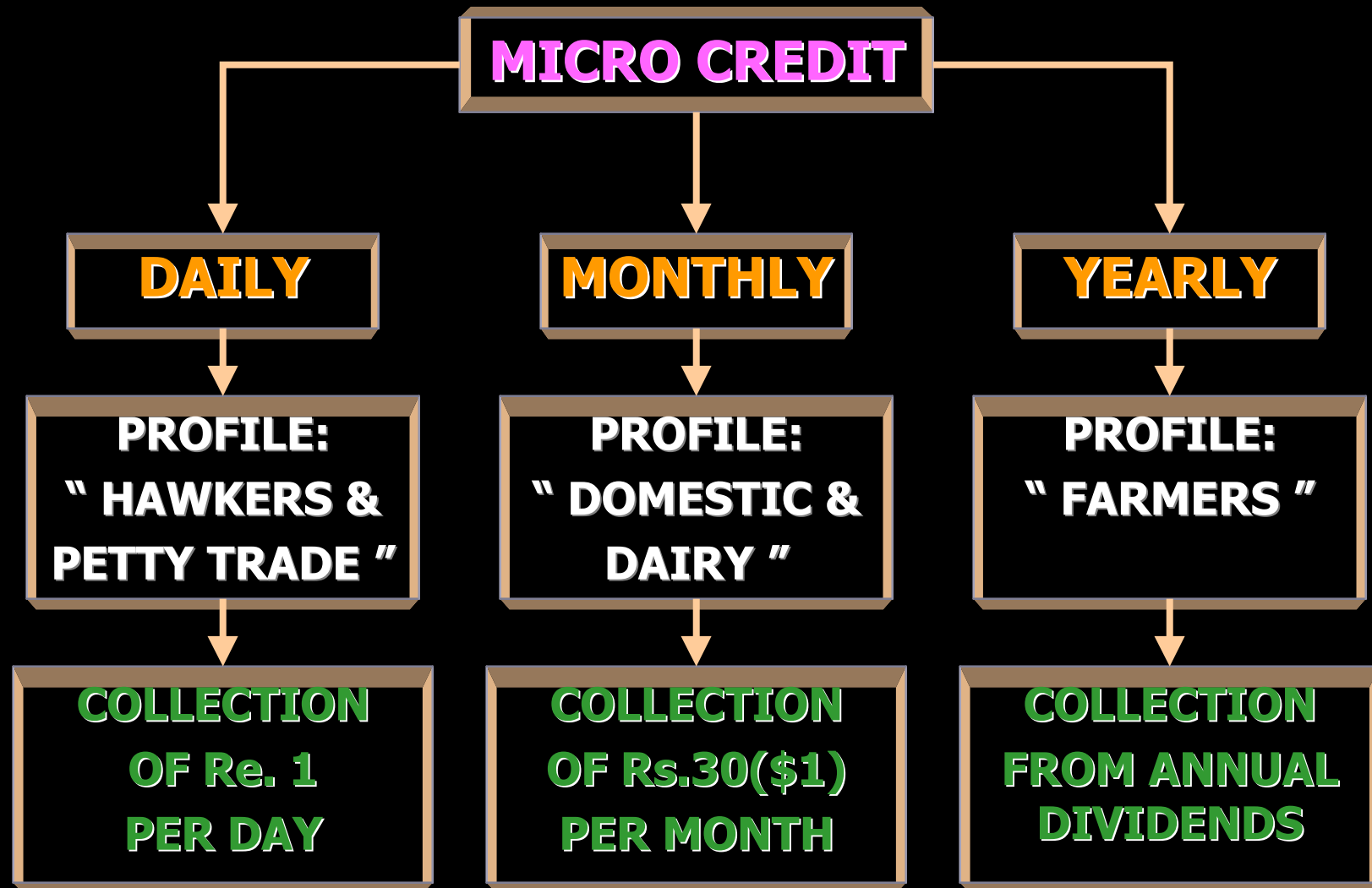
PILOT PROJECT OF THE RURAL CO-OPERATIVE

**SANCTION OBTAINED FOR 1000 LANTERNS
FROM IREDA-WORLD BANK**

UNIQUE PROGRAMME :

- **NO GOVERNMENT SUBSIDY**
- **NO TAX BENEFITS**
- **NEED BASED PROGRAMME**
- **MULTIPLE PROFILE OF USERS UNDER ONE ROOF**
- **FULL COST OF THE LANTERN IS COLLECTED
FROM USERS**

SCHEMES OFFERED



COLLECTION MECHANISM

ESSENCE :

- **COMMITTED COLLECTION AGENTS REACHING THE MEMBERS DOOR STEP**
- **NO EXTRA COST FOR THE COLLECTION OF LANTERN INSTALLMENTS AS THE AGENTS VISIT THE MEMBERS FOR COLLECTION ON THEIR REGULAR SCHEMES**
- **IN BUILT FOLLOW UP MECHANISM FOR DEFAULTERS**

LIGHTS THAT GENERATE SMILES



CASE STUDY... 1



NAME OF THE USER : **SHIVAJI PATIL**

PROFILE : **VEGETABLE VENDOR**

EARLIER INCOME : **RS.50/- PER DAY**

PEAK BUSINESS HOURS : **6AM-9AM,5PM-9PM**

BENEFITS DERIVED FROM

SOLAR LANTERN :

1. **EXTRA INCOME RS. 75/- PER DAY**
2. **INCREASE IN BUSINESS HOURS:3HRS.**

REACTION OF USER:

**EXTREMELY SATISFIED WITH THE LANTERN,
REPAYMENT SCHEME, SERVICE PROVIDED.
INTERESTED TO OWN ONE MORE LANTERN.**

CASE STUDY... 2



NAME OF THE USER : **MOHD. KHASIM**

PROFILE : **HAWKER**

EARLIER INCOME : **RS.80/- PER DAY**

PEAK BUSINESS HOURS : **5PM-9PM**

BENEFITS DERIVED FROM SOLAR LANTERN :

1. EXTRA INCOME RS. 35/- PER DAY

2. INCREASE IN BUSINESS HOURS:3HRS.

REACTION OF USER:

**EXTREMELY SATISFIED WITH THE LANTERN,
REPAYMENT SCHEME, SERVICE PROVIDED,
COLLECTION MECHANISM,**

CASE STUDY... 3

NAME OF THE USER : **SANE GURUJI PATHSANSTHA(TEACHER CO-OPERATIVE)**

PROFILE : **NIGHT SCHOOL**

STUDENT STRENGTH : **20 NOS.**

SCHOOL HOURS : **7PM-9.30PM**



BENEFITS DERIVED FROM
SOLAR LANTERN :

1. **INCREASE IN STRENGTH OF
THE STUDENT 25 NOS.**
2. **CONDUCTING CLASS IN A
CONGENIAL ATMOSPHERE**

REACTION OF USER:

**PLEASANT LIGHT FOR THE
STUDENTS. NO HAZARDS OF
FIRE UN LIKE GAS LAMP.
CONVENIENT MONTHLY
REPAYMENT.**

CASE STUDY... 4



NAME OF THE USER : **NANDU CHAWHAN**

PROFILE : **FARMER**

BENEFITS DERIVED FROM SOLAR LANTERN :
ABLE TO WORK MORE COMFORTABLY DURING NIGHTS AND EARLY MORNING. MOBILITY DURING NIGHTS FOR THE SECURITY OF THE FARMS.

REACTION OF USER:
EXTREMELY SATISFIED WITH THE LANTERN PERFORMANCE. NO DAY TO DAY RUNNING COST. CONVENIENT YEARLY REPAYMENT FACILITY.

CASE STUDY... 5

NAME OF THE USER : **ASHA KELKAR**

PROFILE : **HOUSE WIFE**

BENEFITS DERIVED FROM SOLAR LANTERN :

CONVENIENCE IN PERFORMING DOMESTIC DUTIES WITHOUT ANY HINDRANCE.

REACTION OF USER:

EXTREMELY SATISFIED WITH THE LANTERN, REPAYMENT SCHEME, SERVICE PROVIDED.



ESTABLISHMENT OF SERVICE NETWORK

LANTERNS ARE :

SPREAD - 100 VILLAGES

ESTABLISHED 10 SERVICE
CENTERS

USERS - MORE THAN 1000

TRAINED - 40 LOCAL
TECHNICIANS, ADEQUATE
SPARES & TOOLS PROVIDED

SUBJECT TO PRODUCT ABUSE

TRAINING CAMPS CONDUCTED



BENEFITS TO THE CO-OPERATIVE

- **PROVIDING LIGHT - WELFARE OF MEMBERS**
- **INCREASE IN MEMBERS - INCREASES DEPOSITS**
- **INCREASE IN INCOME - INCREASE IN PROFITS
DUE TO NEW ACCOUNTS**

..... GOODWILL TO THE CO-OPERATIVE

MULTIPLIER EFFECT

PRESENT :

**WAHAN DHARAK HAS EXECUTED TWO MORE
PROJECTS OF 500 LANTERNS EACH, TOTALLY
2500 LANTERNS HAVE BEEN DISTRIBUTED**

**NEW PROJECT OF 1500 LANTERNS UNDER
EXECUTION**

...MULTIPLIER EFFECT

OTHER SOCIETIES WHO FOLLOWED....

TEACHER CO-OPERATIVE

PROJECT OF 500 LANTERNS EXECUTED

MILK CO-OPERATIVE

**PROJECT OF 500 LANTERNS UNDER
EXECUTION**

AGRICULTURAL CO-OPERATIVE

**PROJECT OF 500 LANTERNS UNDER
EXECUTION**

INTRODUCTION OF OTHER SOLAR PRODUCTS

- **HOME LIGHTING SYSTEMS AND MINI POWER PACKS :**

PROFILE :- "FISHERMEN CO-OPERATIVE" OF APPROXIMATELY 4000 MEMBERS ARE INTERESTED

- **HOT WATER SYSTEMS :**

PROFILE :- SOCIETIES LIKE "WAHAN DHARAK" INTERESTED IN DOMESTIC SYSTEMS

MARKET POTENTIAL...

**ELIGIBLE RURAL COOPERATIVE
SOCIETIES IN INDIA TO ADOPT
SUCH SCHEMES.....**

**MORE THAN
10,000**

**MEMBERS WHO CAN BE
TARGETED.....**

3 MILLION

**BUSINESS OPPORTUNITY FOR
SPV.....**

15,000 KW

KEY FOR THE SUCCESS

- **IDENTIFICATION OF A HEALTHY CO-OPERATIVE SOCIETY**
- **ADOPTING A MICRO CREDIT MECHANISM**
- **SCHEMES REACHING THE MEMBERS DOOR STEP**
- **UTILIZING EXISTING INFRASTRUCTURE AND RESOURCES**
- **CONSOLIDATE A CRITICAL MINIMUM DEMAND FOR A COST EFFECTIVE SERVICE**
- **CONSOLIDATION OF THOUSANDS OF INDIVIDUALS UNDER ONE ROOF TO BENEFIT FROM SOFT FUNDING**

LESSONS LEARNT

- **SOCIETY TO DISTRIBUTE SYSTEMS WITHIN EXISTING SERVICE AREAS ONLY**
- **“ESCO” TO ENSURE - EXISTING COLLECTION METHODS TO BE ADOPTED FOR AFTER SALES SERVICE**
- **THE SCHEMES OFFERED SHOULD BE ADD ON'S TO THE REGULAR EXISTING SCHEMES**
- **PRODUCT SHOULD CONTRIBUTE TO THE INCOME GENERATION AND IMPROVEMENT OF LIFE.**

ROLE OF SUNGRACE



CREATING AWARENESS IN RURAL COOPERATIVES

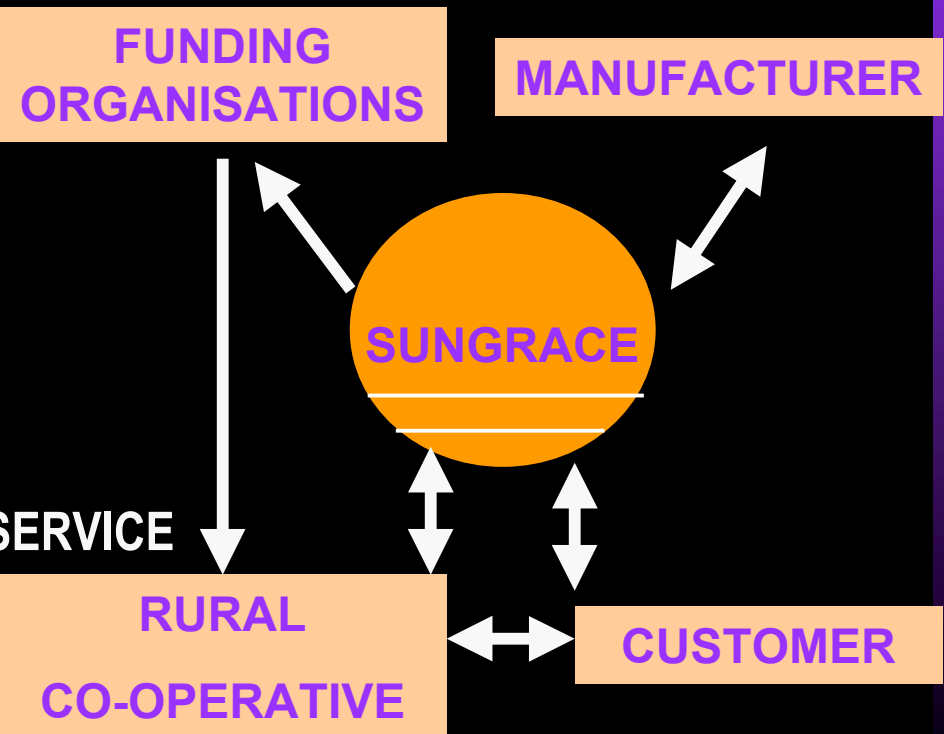
INTERFACE BETWEEN.....

MARKET

FUNDING ORGANISATIONS

MANUFACTURER

PROVIDING EFFICIENT AFTER SALES SERVICE



MAKING SOLAR “ AFFORDABLE ” TO THE POOR

THE SUNGRACE WAY.....